

AMERICANS GO DOWN IN ARABIC?

NATION'S OFFICIALS AWAIT DETAILS OF SINKING OF WHITE STAR LINER; GRAVITY OF SITUATION REALIZED

Steamer Rammed While Racing to Save Lives of Stricken Ship Dunsley

AMBASSADOR GERARD
MAY BE RECALLED

Passengers Praise Heroic Conduct of Captain in Face of Grave Danger

[Associated Press by Federal Wireless]

WASHINGTON, D. C., Aug. 20.—The report of the sinking of the Arabic, which was bound from Liverpool to New York, came as a shock to the officials here, in view of the terms of the note despatched a month ago to Berlin, which has not yet been answered.

While the officials have not spoken in their official capacity, it is known that they have expressed the opinion that, even if the list of dead of the Arabic contains the names of no Americans, the fact that the attack upon her was made without warning and contrary to the laws of humanity and international convention, makes the action on the part of Germany one "deliberately unfriendly" to the United States.

Many Supposed Lost.

Awaiting an official report on the incident, the attitude of the administration has not been indicated, but it is believed likely that, if the report shows that any Americans aboard the liner have lost their lives, the administration will at once recall Ambassador Gerard and hand Ambassador von Bernstorff his passports, severing diplomatic relations with Germany.

Only meager reports have been received, but it is known that the dead are practically confined to the crew, and, according to last night's report, all the passengers but six had been accounted for.

Erstwhile Stopped.
The London press despatches state that the torpedoing of the Arabic has taken precedence in the news over all the other war reports, despite the fact that these reports continue to tell of German advances in Russia of a nature that may soon affect the developments in the other theaters of the war.

TWO AMERICANS ARE
REPORTED MISSING

LONDON, August 20.—Checking the list of known survivors at Queenstown

against the listed American passengers on record at the offices of the White Star line here, it seems virtually certain that a Miss Brugiere and Edmund Woods, both Americans, were killed by the German torpedo that sank the British liner Arabic yesterday morning, fifty miles from the spot where the Lusitania met the same fate.

Although the Arabic sank in eleven minutes' time, four minutes less than the Lusitania, there was not the same appalling mortality. Thirty-two passengers are missing and following the precedent established among those first reported missing when the Lusitania went down, they must with almost absolute certainty be counted at this late hour among the dead.

Six Unaccounted For.

Six others have not been checked up. That is, the count does not show whether they are among the survivors who landed but have not been identified, or must be added to the list of "missing."

The survivors have all been brought to Queenstown, where they are being cared for at hotels, at the expense of the White Star line. Many of them were landed from the small boats shortly after the sinking, and, although they were suffering from exposure, shock and wounds, they praise the conduct of the crew and captain.

Actor Bears Charmed Life.

Kenneth Douglas, one of those saved, is an English actor, who also was rescued from the Lusitania.

The spot where the Arabic was attacked is fifty miles east of the Head of Old Kinsale, off which the Lusitania was sunk. Survivors tell how, while scanning the sea from the promenade decks, they saw a column of foam and water rise from the side of the British steamer Dunsley, also outward-bound from Liverpool and within easy range of unaided vision.

The Dunsley, though she did not sink immediately, began to list badly and, seeing that she was in distress, the captain of the Arabic put on full steam and went to her assistance, knowing the danger he himself was running.

Survivors Praise Captain.

None of the survivors are selfish enough to blame him for his humanity. His was not a warship, but a peaceful merchantman, and the passengers praise him for doing his duty, even though it carried them into peril.

Stricken on Errand of Mercy.
But the Arabic never arrived to succor the Dunsley. She herself was mortally stricken and settled with terrifying rapidity. It is recalled that the sudden sinking of the Lusitania was said in the official German explanation to be "doubtless" due to the secondary explosion of the ammunition and explosives she carried, and that there was nothing in previous experience to indicate that she would be so shattered by a torpedo. The Arabic carried no ammunition or explosives, but she sank even more rapidly, though, like the Lusitania, she was a modern ship, fully provided with watertight compartments and bulkheads.

OLD FOUNTAIN AT GRAMMAR SCHOOL TO BE REMOVED

Among the items of improvement of the Central Grammar School grounds taken up by the ways and means committee of the board of supervisors is the removal of an ancient fountain from the Emma street front, also a sort of open fernery a few yards from the fountain. Besides having become nuisances through improper use by stragglers, the structures are obstructions on the limited area of the playground.

At the last meeting of the board the chairman of the ways and means committee requested the roads committee to remove the fountain and fernery, taking its compensation in the material contained therein. The structures are of plastered brick and the brick can be put to various uses by the road department. Chairman Saingle of the roads committee promptly made a motion to comply with the request, which was carried.

Superfluous trees are to be culled from the school grounds and other improvements made so that, with the new sidewalk just finished, the Central Grammar School premises will become something of an attraction, as they were when the place was the residence of royalty.

You—Or No One Else
cares to be bald. Yet that is what will happen if your hair does not stop falling out.
Rexall "93" Hair Tonic
In our opinion is the best hair tonic on the market. Sold only by us—50 cents.
Benson, Smith & Co., Ltd.

IN WAR ARENA

SLAVS ADMIT
KOVNO HAS FALLEN.

LONDON, Eng., Aug. 20.—The official bulletin from Petrograd today admits that Kovno, a fortress of the greatest strategic importance, has fallen, although desperately defended, and that strong enemy forces, under Field Marshal von Hindenburg, have advanced beyond, into the adjoining district between the Niemen and Vilia rivers.

"The enemy," says the bulletin, "continues to develop vigorously the successes he already has attached." Besides capturing Kovno, Berlin asserts that the Germans have taken additional forts in the ring of defenses forming the stronghold of Novogeorgievsk and have penetrated the outer defenses of Brest-Litovsk.

ITALY REPORTED READY
TO STRIKE AT TURKEY.

TARANTO, Italy, Aug. 20.—Italy and Turkey stand on the brink of war and a declaration of hostilities against the Porte will be made immediately upon receipt of news that Turkey has declined to accede to the Italian demands.

A number of Italian subjects are being held by the Ottomans and their immediate release and an apology from Turkey for their detention has been demanded.

Should war come, Italy is prepared to strike a quick blow. A squadron of fast cruisers is here, ready to sail at once for the Turkish coast, while advances from Brindisi state that an army of five corps has been concentrated at Apulia, prepared to leave for an as yet unknown destination.

VIENNA PUBLISHES
ALLEGED PACT OF ALLIES.

BERLIN, Germany, Aug. 20.—The terms of an alleged contract between Great Britain, France and Russia for the prosecution of the war are published today in Vienna.

One clause provides that England and France were to force the Dardanelles and take Constantinople. Russia was to support the Allies from the Bosphorus and at the conclusion of the operations was to be given Constantinople. Since such a disposition, however, would not be looked on with favor in Bucharest, Rumania was to be kept in ignorance of it.

Russia was to march into Berlin at the end of March.

KAISER CONGRATULATES
FRANZ JOSEF ON BIRTHDAY.

AMSTERDAM, Holland, Aug. 20.—The 45th anniversary of the birth of Emperor Franz Josef of Austria was elaborately celebrated yesterday at both Berlin and Vienna. The Kaiser and the German princes joined in a telegram of congratulation from Berlin, the text of the message including an expression that "whatever the fortunes of war may be, good or bad, there will be no break in the friendship of Germany and Austria."

BRITISH RELEASE
U. S. OIL TANKER.

WASHINGTON, D. C., Aug. 20.—The state department has received notification from London that the American tanker Brindilla, which had been seized and taken into Kirkwall by a British patrol boat, has been released and has proceeded on to Malmo, Sweden, with her cargo of oil.

FRENCH CAPTURE
TRENCH BEFORE ARTOIS.

PARIS, France, Aug. 20.—The French offensive north of Arras resulted yesterday in the capture of a trench before Artois, near Souchez, and the occupation of the crest of the Vosges in an advance from Linghe.

RUSSIA CALLS OUT
RESERVISTS TO COLORS.

PARIS, France, Aug. 20.—The Russian embassy here reports that the Russian ministry of war has called the class of 1916 to the colors.

ARTILLERY DUEL
ACROSS DANUBE.

NISH, Serbia, Aug. 20.—An artillery duel between the Austrians and Serbians across the Danube is in progress.

KAUAI'S BIG DITCH IS
PRONOUNCED SUCCESS

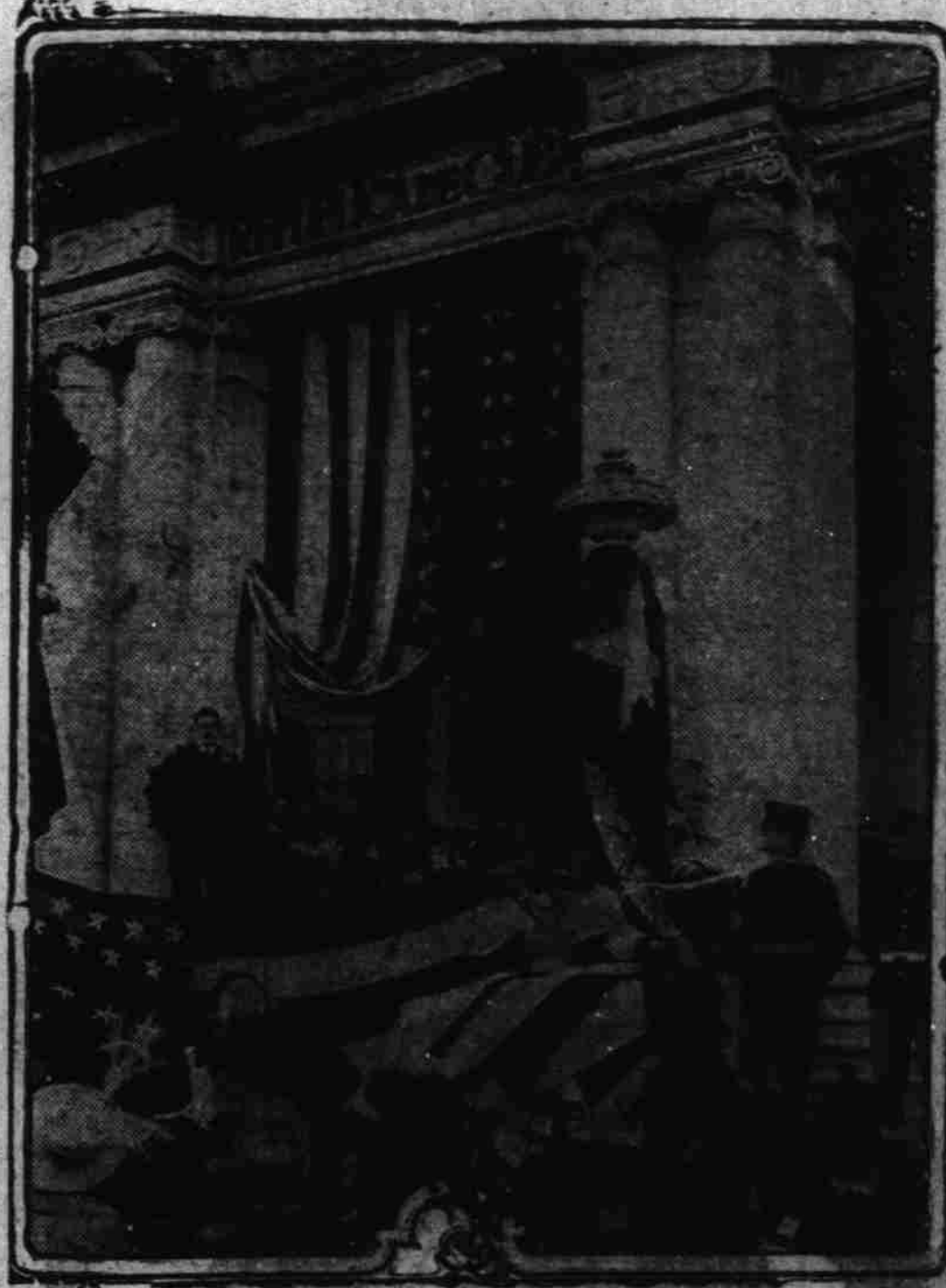
The big irrigation ditch of the Lihue Plantation Company on Kauai, which was formally opened last Monday, is carrying daily approximately 100,000, 000 gallons of water.

The entire system is four miles long, made up of 12,000 feet of tunnel, 800 feet of fluming and practically 8000 feet of fringing ditches. The system starts at the Waialae river and flows to the Kahului river, from where it is carried through nine tunnels to the Kala stream. Water can be supplied to Koloa, Lihue, Grove Farm and McBryde plantations. The work of construction was done under the direction of J. L. Robertson, and has taken one year and eight months to finish.

RUSSIA HOLDS BIGGEST
EXISTING GOLD HOARD:

PETROGRAD.—The largest hoard of gold in the world is that held in the vaults of the Russian state bank, amounting now to about \$850,000,000. Yet a visitor may travel from one end of the Russian Empire to the other and not see enough gold coin to buy a pair of shoes. Paper currency is used universally.

Cuba's Palace Dedicated at San Francisco



The huge Cuban Pavilion, erected at a cost of \$250,000, was dedicated recently at the Panama-Pacific International Exposition at San Francisco amid imposing exercises. This photograph shows the speaker stand and main entrance to the pavilion.

VENICE AT NIGHT IS DARK AS FORGOTTEN CITIES OF DESERTS

ROME.—While life in the other great cities of Italy goes on much as usual during the war, without the usual summer air of festivity perhaps, and with a graver expression on the faces of the inhabitants, Venice, the Queen of the Adriatic, is transformed and the life of her people is entirely changed.

The elegant bathers at the Lido are no more; the gondoliers wait sadly for passengers that do not come; the chatter and laughter of the gay luxurious cosmopolitan crowd at the Cafe Florian in the Piazza San Marco on the lovely summer evenings is no longer heard, for Venice, except when the moon shines, is plunged into darkness and at night lights of any kind in the houses or on the water are strictly forbidden.

MONEY IS LAVISHLY SPENT FOR RECRUITS, SAYS INDICTMENT

SAN FRANCISCO, Cal., Aug. 20.—That the local British and German consuls furnished, directly and indirectly, sums aggregating a quarter of a million dollars to the men recently indicted by the federal grand jury for alleged violation of the neutrality laws of the United States, is the allegation made in the text of the indictments returned.

Henry S. Graves, chief of the United States forestry service, is on his way to Alaska to collect data to support the forestry department in opposing the abolishment of any of the Alaskan forest reserves.

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Pacific Y.M.C.A. High School



PURPOSES OF THE COURSE:—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER LXIV.

DETAILS OF A GENERAL CAMPAIGN.

A general national advertising campaign has to do mainly with the creation of demand. Such publicity must reach the consumer, whether it be through street car cards or magazines or newspapers or how.

You have found your product. You have settled your manufacturing problems. You have decided on the method of distribution. You have got your sales organization. After all those big details are settled, you are ready to start on the advertising details at last.

If you are a big enough organization, you have an advertising manager. He has studied your distribution. He has worked with your sales manager to find out from the salesmen what sort of competition you are up against, what the market is, and what are the possibilities of repeat on your goods. Maybe, then, after you have found out all these different details in regard to your market, in regard to the prospect and in regard to the very product itself—then you can decide on a certain line of campaign to fit in with the conditions which surround your particular problem. Now, if you have not already done so, you will probably call in an advertising agency. An advertising agency is an organization which is supported by the publications, and other mediums. You tell this advertising agent that you have decided that you can afford to spend \$100,000 the first year on an advertising cam-

MANY DEAD AND MISSING IN WAKE OF GULF STORM

Galveston Still Out of Touch With Outside; 264 Reported Missing

[Associated Press by Federal Wireless]
HOUSTON, Tex., Aug. 20.—Outside of those killed at Galveston, the death toll of the great hurricane which now has left southeastern Texas is estimated to be 233.

Of these 101 are known dead and in addition there are 264 missing, of whom it is estimated that probably one-half have perished.

A steamer arriving here yesterday from Galveston, which is still out of communication by wire with the rest of the world, reported that the dead there in the city proper would amount to less than 20.

BRITAIN OPENING UP NEW AFRICAN HOLDING

LONDON.—Two lines of English steamships are preparing to have their vessels call at the ports of the conquered German territory in German Southwest Africa.

Heretofore the British steamship lines have not been allowed to call at the ports of Swakopmund and Luderitz bay, although German ships were allowed free access to the British ports on the African coast.

It is expected that direct railway communication between the port of Swakopmund and Rhodesia will be established shortly.

SWEDEN HAS SENT SO
MUCH MEAT TO GERMANY
SHE FACES SHORTAGE.

STOCKHOLM.—The shortage of meat in Sweden, caused by the large exports of the past twelve months to Germany, is beginning to be seriously felt here, and retail meat dealers have petitioned the government to forbid further exports.

During the first three months of 1915 the country's exportations of cattle were three times as heavy as a year ago, and there was similar increase in the exports of dressed meat.

Henry S. Graves, chief of the United States forestry service, is on his way to Alaska to collect data to support the forestry department in opposing the abolishment of any of the Alaskan forest reserves.

GERMAN AGENTS NOT RESPONSIBLE FOR DISORDERS

Attorney-general Gregory Exonerates Teutons for Recent Labor Strikes

[Associated Press by Federal Wireless]
WASHINGTON, D. C., Aug. 20.—Attorney General Gregory has reported to the President that the investigation carried on by the department of justice into the recent industrial disorders in the various munition plants of the United States fail to disclose any evidence to justify the charges made that these strikes are due to the activity of German agents in the United States. No grounds can be found, also, for the British complaint that German agents operating in the United States have instigated the various attempts to destroy railroad and ammunition factory property in Canada.

ENGINEERS MAKE DEFINITE PLANS FOR CONVENTION

At a meeting of the Hawaiian Engineering Association held last night in the McCandless building, officers were nominated as follows:

Chairman—A. C. Wheeler, Carl Andrews, Marston Campbell, W. A. Ramsay and W. J. Dyer.

Secretary—F. Stuart Johnson, George McDermott and W. C. Foster.

Treasurer—Irwin Spalding, incumbent.

Directors—Hawaii (one to be elected), George Duncan and W. Wyllie; Maui (one to be elected), Charles C. Wan, A. W. Collins, J. C. Foss and H. McCubbin; Kauai (one to be elected), H. S. Truscott and E. Kopke, Jr.; Oahu (three to be elected), James T. Taylor, C. H. Kinney, R. R. Rosta, E. H. Kopke, Sr., George Angus and R. Nemaugh.

Plans were also made for the annual convention, the members deciding to hold it on October 24 to 28 inclusive. A picnic, swimming party and a banquet at the Commercial Club were among the features decided upon for amusement.

Masonic Temple
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Weekly Calendar

MONDAY—
Leah Chapter No. 2, O. E. S.;
Stated, 7:30 p. m.

TUESDAY—
Honolulu Lodge No. 409; Special,
Second Degree; 7:30 p. m.

WEDNESDAY—
Hawaiian Lodge No. 21; Special,
Third Degree; 7:30 p. m.

THURSDAY—
Honolulu Chapter, Rose Croix
No. 1; Special; 7:30 p. m.

FRIDAY—

SATURDAY—
Harmony Chapter No. 4, O. E. S.;
Stated; 7:30 p. m.

SCHOFIELD LODGE
WEDNESDAY—
Stated meeting, 7:30 p. m.

SATURDAY—
Stated meeting, 7:30 p. m.

HERMANN SOEHNE
Versammlungen in K. of P. Hall.
Montag, August 2 and 16.
Montag, September 6 and 20.
W. WOLTERS, President.
C. BOLTE, Sekretair.

**HONOLULU LODGE NO. 1, MODERN
ORDER OF PHOENIX.**
Will meet at their home, corner
Beretania and Fort streets, every
Thursday evening at 7:30 o'clock.
CHARLES HUSTACE, Jr., Leader.
FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, B. P. O. E.
meets in their hall,
on King St., near
Fort, every Friday
evening. Visiting
brothers are cordially
invited to attend.
C. J. MCCARTHY, E. R.
H. DUNSHEE, Sec.